

Local! Local! Local! That's how WPLR in New Haven, Connecticut survives. It begins with an in-house news director and public service director. There are 4 news reports per hour during morning drive. Each news report is heavily local. We recently added 30 minutes to our award winning "For The People" local public service show. For the People concentrates on issues concerning our community and it's people. Our morning show has regular segments that attempt to aid various community members. We like to think there's strength in numbers...our audience agrees, which is why they react when WPLR is looking for community support. I will give you some examples of the strong bond WPLR has created with our community.

11/19-11/22/03

WPLR/Conn. Food Bank "Fill The Bowl" Food Drive @ Shop Rite of West Haven  
WPLR Personality Billy Winn broadcasted live from Shop Rite of West Haven on 11/19, 11/20 and 11/21 during the Chaz & AJ Morning Show.  
Mike Prodotti broadcasted live from Shop Rite of West Haven on 11/21 from 7pm to 12 midnight.

On 11/19, 11/20 and 11/21 Connecticut Food Bank representatives called into Pam Landry and Mike Lapitino's show to give live updates.  
All proceeds collected from the "Fill The Bowl" Food Drive benefited the Connecticut Food Bank to feed needy families in Conn. for the holidays.  
Everyone who donated a frozen turkey or at least 4 non-perishable food items received a pair of tickets to the Yale-Harvard football game.  
Everyone who made a food or cash donation were invited to register to win a pair of tickets to see Trans-Siberian Orchestra at Oakdale Theater.  
Other prizes given away include Discovery Café and Legends Restaurant gift certificates.

Handouts: PLR bumper stickers & key chains, CT Food Bank literature  
WPLR collected 1,323 frozen turkeys, over 11,285 pounds of non-perishable food items and nearly \$10,000 in cash donations.  
The event received live press coverage from WTNH News Channel 8.

12/14/03

WPLR/Christopher Martins "Christmas Run" at Christopher Martins Rest. / 10a  
WPLR was once again a sponsor of the 19th Annual Christopher Martins Christmas 5k Run for Children starting at Christopher Martins Restaurant on State Street in New Haven.  
WPLR signage was visible at the race.  
Patrons were invited to bring a new unwrapped toy for a needy child.  
Free food & refreshments were provided after the race courtesy of Christopher Martins Restaurant.

12/19/03

WPLR "Chaz & AJ Toy Drive" Live Broadcast at Sports Haven / 5:30-10a  
WPLR Personalities Chaz & AJ, Billy Winn and Megan Doll hosted the event and broadcast the Morning Show live from Sports Haven.  
Listeners were encouraged to drop off a toy to be donated to needy children in Connecticut. The organizations that the toys were being donated to were The Rushford Center, The Children Center of Hamden and the Boys & Girls Village of Milford.  
Nearly \$30,000 in cash & toys were collected during the Morning Show  
The Toy Drive received extensive live press coverage from WFSB Channel 3 and WTNH News Channel 8.  
The Morning Show featured a cast of celebrities including the crew from News Channel 8 Weekend, Attorney General Richard Blumenthal, East Haven Mayor Joe Maturo, The Rat Pack and Jim Keefe.

Patrons were invited to register to win a Cape Cod weekend Get-A-Way or other prizes such as Chili's Gift Cards or WWE Smackdown tickets. Food and refreshments provided by Sports Haven and Julia's Bakery. Santa was on hand to hand out "goodies" to the kids.

12/20/03

WPLR/McDermott Auto Group "Day Of Giving" at McDermott Auto Group / 10a-4p  
WPLR Personalities Chaz & AJ, Megan Doll, Billy Winn, Jesse, Mike Prodoti, Mike Lapitino, and Ed Sabatino hosted the event.  
Listeners were invited to make a recorded holiday message that will be sent to Connecticut troops overseas by Operation USO Care Package.  
Listeners were also urged to donate an AT&T Calling Card with at least 100 minutes for Operation Uplink. Cash donations were also accepted.  
Everyone who donated items received a free gift and were invited to register to win tickets to WWE Smackdown at Mohegan Sun Arena.  
This event received press coverage from WFSB Channel 3.  
Free food and refreshments provided by Hummel Brothers Meats and Julia's Bakery.

December 2003

WPLR/Showcase Cinemas/Micheal's Jewelers "Toys For Kids" Toy Drive  
WPLR, Showcase Cinemas and Michael's Jewelers joined forces to collect toys for needy children in Connecticut during the holidays.  
Listeners were invited to bring a new unwrapped toy valued at \$15 or more to the WPLR Studio in Milford.  
Everyone who donated an unwrapped toy valued at \$15 or more received a movie pass good for a movie of their choice at select Showcase Cinemas in Connecticut.  
Everyone who donated a toy were entered to win a \$500 Micheal's Jewelers Gift Certificate and a movie pass a week for 6 months.  
All toys collected were distributed to needy children in Connecticut.

2/21/04

WPLR/Special Olympics of CT "14th Annual Penguin Plunge" at Madison Surf Club  
WPLR Personality Mike Lapitino hosted the event and served as the MC of the Penguin Plunge and of the post Plunge Awards Ceremony.  
All money raised benefited the Special Olympics of Connecticut.  
Nearly \$80,000 was raised and approximately 450 people jumped into the Long Island Sound. Approximately 1,000 people attended the event.  
Everyone who showed up got a free PLR gift.  
PLR prizes such as movie passes, CDs and t-shirts were given away.  
WPLR was the Official Media Sponsor of the Penguin Plunge.

4/10/04

WPLR "3rd Annual Spring Classic Car Show" at West Haven Convention Center  
WPLR Morning Show Personality A.J. hosted the event.  
Classic cars from across Connecticut participated in the 3rd Annual PLR "Spring Classic Car Show" at the West Haven Convention Center front parking lot on Captain Thomas Blvd. In West Haven.  
A portion of the proceeds of this event benefited the Connecticut Food Bank. \$1,039.00 was raised for the Connecticut Food Bank, which is the most money PLR ever raised from a Classic Car Show.  
120 Classic Cars participated in the Classic Car Show, which is a PLR Classic Car Show record.  
The first 50 classic cars that showed up starting at 10:00 am received a special edition PLR license plate frame.  
Trophies were awarded in different categories: Best In Show, Best Vintage Stock, Best Modified and Best Street. Honorable Mention plaques were also awarded.  
The classic car voted "Best In Show" received a CD Player.

Raffle prizes such as concert tickets, free oil change gift certificates, and movie passes were given away every 20 minutes.  
Food & refreshments provided by Julia's Bakery & Hummel Bros. Meats  
Everyone who showed up received a free PLR gift.

5/2/04

WPLR/Connecticut Food Bank "Walk Against Hunger" at East Rock Park / 1-3 PM  
WPLR was once again part of the 28th Annual Connecticut Food Bank "Walk Against Hunger" starting at East Rock Park in New Haven.  
PLR Personality Bison and Leigh Frillici of News Channel 8 hosted the event and made announcements prior to beginning of the Walk.  
Bison presented CFB Executive Director Nancy Carrington with a check for \$1,039 that was raised in the PLR Spring Classic Car Show in April.  
Nearly 500 walkers participated in the "Walk Against Hunger" raising nearly \$90,000 for the CFB. The Walk was nearly 3 miles long.  
Proceeds from the Walk are used to transport, warehouse, and distribute donated food to more than 550 feeding programs throughout the state. Every dollar donated enables the CFB to distribute food to hungry men, women and children in Connecticut.  
Entertainment provided by Key West Trio and other local acts. There was food & refreshments provided after the Walk.

5/8/04

WPLR 3rd Annual "Conn. Wife Carrying Championship" at Pine Crest in Shelton  
PLR listeners were invited to compete in the 3rd Annual WPLR CT "Wife Carrying Championships" to benefit the Cystic Fibrosis Foundation.  
Five teams participated in the 278 yard obstacle course.  
The winning team received a Trophy, a Cape Cod Weekend Get-A-Way for 2 and a \$200 Gift Certificate to "By The Sea" Spa in Branford.  
Amanda Ely of Derby and Daniel Waldhaus of Shelton were the 1st place team with a time of 1 minute 13 seconds.  
The 2nd and 3rd place finishers each received Trophies and a \$100 Gift Certificate to "By The Sea" Spa in Branford.  
All participants received a PLR t-shirt.  
This event received press coverage from the Connecticut Post.

6/25/04

WPLR/Cutters "Toys For Tots 6 Months to Xmas Toy Drive" at Yale Field / 5-7p  
Listeners were encouraged to bring a new unwrapped toy to the New Haven County Cutters vs. North Shore Spirit game to receive a voucher good for a free ticket to a future Cutters home game.  
People were invited to enter to win a baseball autographed by members of the Cutters baseball team or other cool stuff.  
Everyone who came up to the PLR table received a free gift.  
After the game, there was a fireworks display.

8/16/04

WPLR/American Red Cross "Blood Drive" at The Westbrook Elks Club / 10a-2p  
WPLR Personalities Megan Doll and Mike Lapitino hosted the event.  
Listeners were invited to come to the Westbrook Elks Club and donate blood for the American Red Cross.  
Everyone who donated blood were entered to win tickets to an upcoming Boston Red Sox home game and be honored before the game as the "Blood Doner of the Game."  
Everyone who donated blood received a special edition American Red Cross t-shirt and hat.  
There was food & refreshments courtesy of Subway.  
Everyone who showed up received a free PLR gift.

8/27/04

WPLR/ 7th Annual Mike Lapitino Golf Classic at Tradition Golf Club in Wallingford

WPLR Personality Mike Lapitino hosted the 7th Annual Mike Lapitino Golf Classic to benefit the Norma F. Pfriem Breast Care Center.

All the proceeds of this event benefited the Norma F. Pfriem Breast Care Center at Bridgeport Hospital. Nearly \$30,000 was raised.

The morning and afternoon golf tournaments were both sold out.

There were contests, raffle prizes, awards and lunch & dinner for all participants of the Golf Tournament.

All participants received a Gift Bag.

9/19/04

WPLR/Cheshire Fall Festival & Market Place at Bartlem Park, Cheshire / 10a-4p  
WPLR's Jesse and Eric LoRusso made announcements and hosted the Cheshire Fall Festival, Market Place & Battle of the Bands Competition.

Over 6,000 people were in attendance throughout the day.

The PLR/Cheshire Chamber of Commerce "Battle of the Bands" Competition was on the main stage near the PLR tent. Five selected bands performed with the winning band having their music played on "Local Bands" on PLR. All bands received a plaque for participating.

People were invited to come to the PLR tent and play the PLR "Q Ball" Game for a chance to win Yale Football tickets or other cool prizes.

People were also invited to register to win a four pack of season passes to the entire 2004 Yale Football home season.

Everyone who came to the PLR tent received a free gift.

9/19/04

WPLR "Fall Festival Chili Cookoff" at East Shore Park, New Haven / 10a-4p

WPLR personalities made announcements and hosted the event.

WPLR was a major sponsor of this event and all proceeds went to the Community Action Meals On Wheels Program.

Approximately 2,000 people attended the Fall Festival & Chili Cookoff.

People were invited to taste the different kinds of chili and vote for their favorite chili. Awards were given out in different categories.

10/9/04

WPLR "4TH Annual Fall Classic Car Show" at West Haven Convention Center

WPLR Morning Show personalities hosted the event.

Classic cars from across Connecticut participated in the 4th Annual PLR "Fall Classic Car Show" at the West Haven Convention Center front parking lot on Captain Thomas Blvd. In West Haven.

A portion of the proceeds of this event benefited the Connecticut Food Bank.

Nearly \$1,000.00 was raised for the Connecticut Food Bank.

80 Classic Cars participated in the Classic Car Show.

The first 50 classic cars that showed up starting at 10:00 am received a special edition PLR license plate frame.

Trophies were awarded in different categories: Best In Show, Best Vintage Stock, Best Modified and Best Street. Honorable Mention plaques were also awarded.

The classic car voted "Best In Show" received a Toads Silver Certificate

Raffle prizes such as concert tickets, Yale Football tickets and movie passes were given away every 20 minutes.

Food & refreshments provided by Julia's Bakery & Hummel Bros. Meats

Everyone who showed up received a free PLR gift.

As you can see from just a few of the community based events WPLR executes every year we successfully combine public service with an enjoyable experience. We also give thousands of dollars in prizes to local organizations looking to bolster sales for fund raising.

We relish the relationships we've made with local leaders. They are on the air with us almost daily and have become a fun / informative part of WPLR's operation. We have a monthly feature called "Ask the Attorney General" where CT's AG comes to the station and answers listeners questions for at least 60 minutes.

There is a link on our website for listeners to email the PD to give feedback. WPLR also conducts listener focus meetings to discuss WPLR and find out their likes and dislikes.

From a programming stand point...As a part of Cox Radio we perform Strategic studies and regular music testing with our audience. We also offer air time to local musicians through WPLR's long running show "Local Bands."

I hope this letter helps you make an informed decision regarding localism. WPLR is another example of a radio station that serves the community without being federally mandated to do so.